

THE BULLETIN OF THE
BEAUX-ARTS INSTITUTE OF DESIGN
JULY 1953 VOL. XXIX NUMBER SIX SCHOOL YEAR 1952-1953

CONTENTS

ARCHITECTURE

JUNE 2, 1953	LOBBY FOR AN APARTMENT HOUSE - <u>ARCHITECTURAL FORUM PRIZE</u>	
	CLASS C PROBLEM 4	PAGE 49
	ELEVATION OF FIVE CONSECUTIVE STORE FRONTS	
	CLASS A SKETCH 4	PAGE 51
	ELEVATION OF THREE CONSECUTIVE STORE FRONTS	
	CLASS B SKETCH 4	PAGE 51
JUNE 6, 1953	A SEAFOOD MARKET - <u>KAWNEER COMPANY PRIZE</u>	
BERKELEY, CAL.	CLASS B PROBLEM 4	PAGE 54
	A STATE CAPITOL FOR ALASKA	
	CLASS A PROBLEM 4	PAGE 57
INDEX TO VOLUME XXIX 1952-1953		PAGE 58

PAGES IN THIS ISSUE #49 - 61

REPRODUCTIONS OF DESIGNS IN THIS ISSUE #76 - #85 (TOTAL NUMBER OF PLATES: 9)

THE REPORTS OF THE JURY IN THE BULLETIN ARE PRESENTED AS AN UNOFFICIAL OPINION BY A MEMBER OF THE JURY DELEGATED FOR THIS PURPOSE, AND SHOULD NOT BE INTERPRETED AS THE COLLECTIVE OPINION OF THE JURY.

THE BULLETIN IS ISSUED BY THE BEAUX-ARTS INSTITUTE OF DESIGN, 115 EAST 40TH STREET, NEW YORK 16, N. Y. THE SUBSCRIPTION RATE TO THE BULLETIN WITHOUT REPRODUCTIONS IS \$2.00 FOR THE SCHOOL YEAR AND WITH REPRODUCTIONS \$25.00 FOR THE SCHOOL YEAR. SUBSCRIPTIONS FOR THE BULLETIN WITH REPRODUCTIONS MUST BE ENTERED BEFORE THE FIRST JUDGMENT OF THE SCHOOL YEAR, AFTER THAT DATE SUBSCRIBERS MUST PAY AN ADDITIONAL FEE OF 50 CENTS FOR EACH PLATE THAT HAS BEEN ISSUED PRIOR TO PLACING HIS SUBSCRIPTION. SINGLE REPRODUCTIONS OF THE CURRENT WORK OF A SCHOOL YEAR MAY BE PURCHASED AT 50 CENTS A PRINT; REPORTS OF THE PROBLEMS AT 15 CENTS A COPY. REPRODUCTIONS AND REPORTS OF WORK OF ANY PREVIOUS SCHOOL YEAR IF AVAILABLE ARE \$1.00 PER PRINT OR PER REPORT.

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BEAUX-ARTS INSTITUTE OF DESIGN

DEPARTMENT OF ARCHITECTURE

1952-1953 SIXTIETH SCHOOL YEAR

115 EAST 40th ST., NEW YORK 16, N. Y.

EXERCISE ANY 5 CONSECUTIVE WEEKS BETWEEN
MARCH 30 AND MAY 22, 1953

JUDGMENT IN SAN FRANCISCO
ABOUT JUNE 6, 1953

LOBBY FOR AN APARTMENT HOUSE

CLASS C PROBLEM 4 THE MAGAZINE OF BUILDING PRIZE

AUTHOR—JULIAN E. BERLA, A.I.A., Washington D. C.; Massachusetts Institute of Technology, B.S. 1923; trained in offices of Edward S. Hewitt and Bertram H. Goodhue, Associates, New York 1923-30; housing surveys abroad in 1927, 1929-30; private practice in New York 1930-36; practice in Washington since 1937; in partnership with Joseph H. Abel, 1941; Berla & Abel. Principal work in apartment buildings and other large scale housing, military construction, commercial and industrial work. Consultant to U. S. Housing Authority 1938-40; to Kingdom of Denmark 1951-52; president Washington Chapter 1946-48; and chairman A.I.A. committee on Architect and government since 1951.

The construction of a 100 unit apartment house has begun, but the architect's schedule has not given him sufficient time to include in the working drawings the final design for the lobby, its furnishings, the principal entrance or the approach to the building. As a designer in the architect's office you are required to prepare for the client's approval, a presentation of the design of this area, including the entrance and vestibule, the lobby, and the furnishings. A simple domestic character is desired. The use of durable, practical materials, a maintenance factor as well as an element in good appearance between times of redecoration, is advised.

The portion of the ground floor plan which is the subject of this problem is shown on the accompanying diagram. It is a simplification of the working drawings and indicates the structural limitations to which the design must be accommodated. A bank of 100 standard government-approved apartment mail boxes (see manufacturer's

catalogs for sizes and groupings), a central desk and steps for access to the elevators are the only fixed physical requirements.

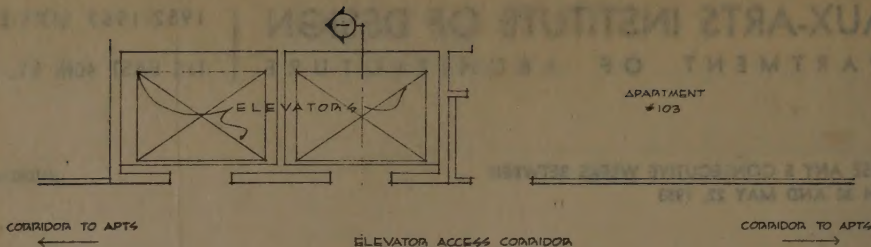
REQUIRED: (Sheet size 31" x 40")

1. Plan in color at the scale of $1/8"$ to the foot showing:
 - a) Walkway approach from sidewalk
 - b) Entrance and vestibule
 - c) Lobby with central desk and elevator access.
2. Large interior perspective in color, showing principal architectural features and furnishings.

(Samples of proposed colors, wood finish, fabric, floor covering, etc. shall be securely attached to the sheet as a part of the presentation. Colored drawings of samples may be substituted if actual samples are too heavy or unavailable.)

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MANDATORY REQUIREMENTS AND REGULATIONS GOVERNING THIS PROBLEM ARE STATED IN THE CIRCULAR OF INFORMATION OF THE DEPARTMENT OF ARCHITECTURE FOR THE SCHOOL YEAR 1952-1953. A COPY WILL BE SENT ON REQUEST.



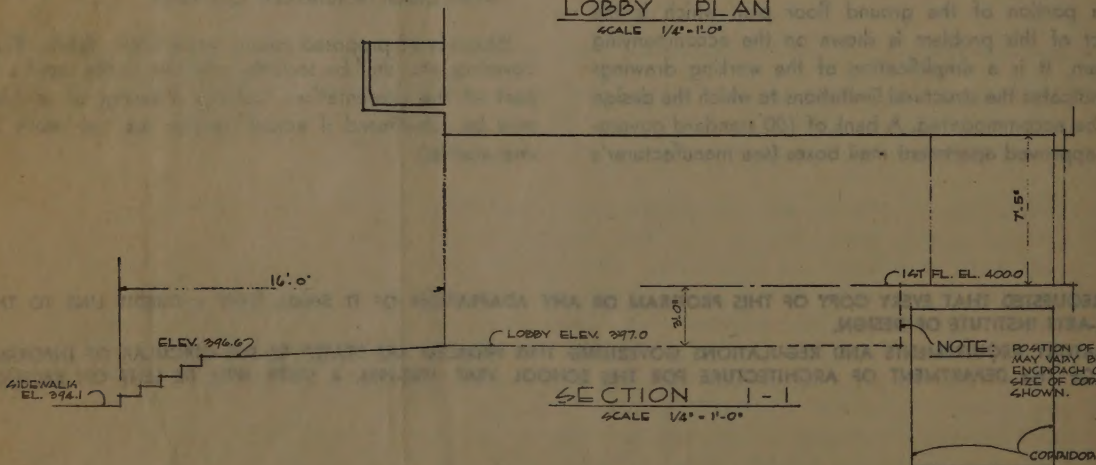
APARTMENT
#100
EL. 400.0

LOBBY ELEV. 397.0

APARTMENT
#104
EL. 400.0

LOBBY PLAN

SCALE 1/4" = 1'-0"



NOTE: POSITION OF THIS WALL MAY VARY BUT MAY NOT ENCRUSH ON MINIMUM SIZE OF CORRIDOR AS SHOWN.

CLASS C PROBLEM 4

AUTHOR - JULIAN E. BERLA, WASHINGTON, D.C.

LOBBY FOR AN APARTMENT HOUSE

ARCHITECTURAL FORUM PRIZE

MAGAZINE OF BUILDING

JURY OF AWARD - JUNE 2, 1953

CHARLES W. BEESTON
CARL C. BRAUN
GIORGIO CAVAGLIERI

ALONZO W. CLARK, III
ARTHUR S. DOUGLASS, JR.

DOUGLAS HASKELL
JOSEPH JUDGE
BENJAMIN MOSCOWITZ

OBSERVERS: O. MARTYNIUK, OKLAHOMA A. & M. COLLEGE
G. WASSERSTEIN, RENSSAELER POLYTECHNIC INSTITUTE

PARTICIPANTS:

OKLAHOMA A. & M. COLLEGE
THE RICE INSTITUTE

UNIVERSITY OF NOTRE DAME
WESTERN RESERVE UNIVERSITY, CLEVELAND

REPORT OF THE JURY - JOSEPH JUDGE

THIS WAS PRINCIPALLY A PROBLEM IN DECORATION, WITH CERTAIN PLAN REQUIREMENTS, TO BE KEPT IN MIND BY THE STUDENT.

FROM THE PROBLEM'S NATURE AND SCALE, A SIMPLE, DIRECT SOLUTION SEEMED INDICATED. NEVERTHELESS, THE CHIEF CRITICISM OF THE JURORS WAS THAT THE STUDENTS LABORED TOO HARD, AND WENT OUT OF THEIR WAY TO FIND COMPLICATED ANSWERS. INDIRECT ROUTES ACROSS THE LOBBY, TWISTED STAIRS AND OTHERWISE TORTURED PLANS ARE HARD TO DEFEND IN SUCH A PROBLEM. IT WILL BE NOTED THAT THE MOST FAVORED SOLUTIONS, AND ALL THE PREMIATED ONES, CUT STRAIGHT ACROSS THE LOBBY - USUALLY AT ONE SIDE. SOLUTIONS CARRIED MORE CONVICTION WITH REASONABLY STRAIGHT STAIRS, A WELL LOCATED CENTRAL DESK AND ADEQUATE ACCESSIBLE MAILBOXES. THE DESK OR MAILBOXES PLACED AS AN OBSTRUCTION TO THE LINE OF TRAVEL SPOILED SEVERAL PLANS. FROM A PRACTICAL POINT OF VIEW THE JURY COMMENTED ON THE LACK OF STAIR RAILINGS, OMISSION OF VESTIBULES, AND THE FREQUENT USE OF DANGEROUS SINGLE STEPS.

WITH EMPHASIS ON DECORATION, MOST STUDENTS TENDED TO OVER-DECORATE BOTH IN FORM AND COLOR. TOO MANY MATERIALS AND TOO MUCH DESIGN ACTIVITY IN A SMALL SPACE WERE COMMON CRITICISMS. ALSO, THERE WAS A TENDENCY TO SCATTER SMALL PIECES OF FURNITURE WHICH MADE A DISORDERLY COMPOSITION. FINALLY, FEW SOLUTIONS WERE FOUND WITH SATISFYING HARMONIOUS COLOR AND RESTFUL PLEASANT LIGHTING. ALL OF THESE THINGS VITALLY AFFECTED THE CHARACTER AND IT WAS IN THE CHARACTER OF THE LOBBY THAT MOST SOLUTIONS FAILED.

THE FOLLOWING PROBLEMS ARE SINGLED OUT FOR COMMENT BECAUSE THEY INDICATED VARIOUS SUCCESSFUL TREATMENTS OF THE SUBJECT:

R.L. MAGEE, OKLAHOMA A. & M. COLLEGE, FIRST MENTION PLACED AND FIRST PRIZE: SOUND PLAN AND SIMPLE FORM AND COLOR DESIGN. SHOWED ADMIRABLE RESTRAINT THROUGH THE INTELLIGENT USE OF A FEW MATERIALS. FURNITURE HAD A RELATED LOOK, FOR IT WAS CONFINED TO A FEW LARGER PIECES. LIGHTING, THOUGH VARIED, COUNTED AS A UNIT.

G. SHAVEY, OKLAHOMA A. & M. COLLEGE, FIRST MENTION PLACED AND SECOND PRIZE: NOT AS SIMPLE IN CONCEPT AS THE FIRST PRIZE, BUT SHOWED GOOD COMMAND OF FORM, MATERIAL AND COLOR. HIS FORMS WERE STUDIOUSLY DECORATIVE BUT HIS FURNITURE PLACEMENT WAS WEAKENED BY THE NUMBER OF SMALL PIECES USED. HIS PLAN WHILE IRREGULAR IN FORM (AT THE DESK) SHOWED STUDY IN LOCATION OF THE PRINCIPAL ELEMENTS.

J. J. McMAHON, RICE INSTITUTE, FIRST MENTION PLACED: HIS INGENIOUS PRESENTATION WAS FRESH IN COLOR, HIS PLAN STRAIGHTFORWARD, HIS DECORATIONS HARMONIOUS. A GOOD SOLID SOLUTION BUT THE DESIGN CHARACTER OF HIS LOBBY LACKED SOMETHING OF THE DYNAMIC QUALITY OF THE TWO PRIZE PROBLEMS.

D.A. BROWN, OKLAHOMA A. & M. COLLEGE, MENTION: HIS COLOR AND DECORATIONS, PARTICULARLY HIS GREAT CHINESE SCREEN, DREW FAVORABLE COMMENT. ONLY A PLAN WEAK IN FORM AND PRESENTATION PREVENTED THIS PROBLEM FROM OBTAINING A HIGHER AWARD.

SUMMARY OF AWARDS:

3 FIRST MENTION PLACED 2 FIRST MENTION 13 MENTION 33 NO AWARD
51 TOTAL SUBMITTED

OKLAHOMA A. & M. COLLEGE: FIRST MENTION PLACED- R. MAGEE, FIRST PRIZE,
G. L. SHAVEY, SECOND PRIZE. FIRST MENTION- G. E. NEFF. MENTION- D. A. BROWN
J. L. DALTON, W. L. FASH, J. JACOBS, H. LANDRUM, C. REED, J. SEAWRIGHT.
RICE INSTITUTE: FIRST MENTION PLACED- J. J. McMAHON. MENTION- A. MARSH,
C. R. TAPLEY.

UNIVERSITY OF NOTRE DAME: MENTION- A. C. LAPASSO.
WESTERN RESERVE UNIVERSITY, CLEVELAND: FIRST MENTION- D. GLASER.
MENTION- J. CERS, H. ROBEZNICK, J. TAMULEWICZ.

INDEX OF REPRODUCTIONS:

CLASS C PROBLEM 4 - LOBBY FOR AN APARTMENT HOUSE - ARCHITECTURAL FORUM PRIZE
JUNE 2, 1953

76.	R. L. MAGEE, OKLAHOMA A. & M. COLLEGE	FIRST PRIZE, 1ST MENTION PLACED
77.	G. SHAVEY, OKLAHOMA A. & M. COLLEGE	SECOND PRIZE, 1ST MENTION PLACED
78.	J. J. McMAHON, RICE INSTITUTE	1ST MENTION PLACED

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BEAUX-ARTS INSTITUTE OF DESIGN

DEPARTMENT OF ARCHITECTURE

1952-1953 SIXTIETH SCHOOL YEAR

115 EAST 40th ST., NEW YORK 16, N. Y.

EXERCISE ANY 2 CONSECUTIVE DAYS BETWEEN
MARCH 30 AND MAY 22, 1953 DAYS BETWEEN
MARCH 30 AND MAY 22, 1953

JUDGMENT IN NEW YORK
JUDGMENT IN JUNE 2, 1953
JUNE 2, 1953

ELEVATION OF FIVE CONSECUTIVE STORE FRONTS

ELEVATION OF THREE CONSECUTIVE STORE FRONTS

CLASS A SKETCH 4

CLASS B SKETCH 4

AUTHOR—VICTOR D. GRUEN, A.I.A., Los Angeles, Detroit, New York: Born and educated in Vienna, where he studied at the Technological Vocational Federal Institute of Education and the Academy of Fine Arts. After ten years of employment, started own practice in 1932. Came to the U. S. A. in 1938 to work first as designer and later as a registered architect with offices in New York, Los Angeles and Detroit. Received two Honor Awards from the American Institute of Architects, Southern California Chapter. He is a pioneer of contemporary design in store architecture and large shopping centers.

In a newly erected twelve-story hotel building, exterior ground-floor space has been rented to five adjoining stores (not on the corner). The building provides the following:

1. A continuous canopy, 15' wide and 14' high above the sidewalk.
2. Building columns 20' on center, 2' x 2' in size, front face of which is located 2' behind the building line.
3. A hung ceiling 14' above the floor of the store interiors.
4. Ample space above the hung ceiling for lighting fixtures, air-conditioning ducts, etc.

The building requires:

1. That store fronts shall be executed in incombustible materials which lend themselves to easy upkeep and maintenance and the store fronts must offer a pleasant, orderly appearance;
2. That the treatment of the five store exteriors shall form an architectural unit. Although it is desired to give expression to the needs and characteristics of each individual store tenant, a general impression of an orderly entity shall be created; maintainable con-
3. That store signs and colors shall be carefully correlated; restricted to the store front proper. Electrical
4. That no sign shall be higher than 4' and that no illuminated signs shall be used; a maximum of 6 inches
5. That the individual stores shall be clearly separated from each other; all must be incombustible, lead
6. That signs shall be attached under the canopy to the store fronts only. Projecting signs will not be permitted; store front materials must harmonize with
7. That width of leased spaces shall be measured from center lines of dividing partitions.

Due to the canopy and the orientation of the building, awnings are not required. 14 feet high fronts the build-

The individual store owners occupy the following space and have expressed the following wishes:

Store A: Men's Furnishing and Haberdashery. Width of leased space: 30'. Name of store: Esquire. This is a fine mens' wear store establishing a new branch in the hotel. Due to the nature of the merchandise, large show windows are not necessary. Some look-throughs to the interior are desired.

Store B: Airline Travel Bureau. Width of leased space: 40'. Name of store: Jetliner. It is desired to display travel posters, airplane models and to allow a view into the interior.

Store C: Florist. Width of leased space: 30'. Name of store: Rosemarie. Display space for potted plants and floral arrangements is needed. A view of the interior is desirable.

Store D: Drug Store. Width of leased space: 60'. Name of store: Biltmore Druggist. This drug store features a large lunch counter and would like to have the existence of this operation expressed to passersby. The owner feels that the usual drug store show windows which are filled with rather unattractive cardboard boxes of drug store merchandise are unnecessary and undesirable in his case. Some free-standing display cases behind large look-through windows would be more to his liking.

Store E: Leather and Travel Goods. Width of leased space: 30'. Name of store: The Travel Shop. This store carries leather goods of all sizes, from wallets and pocket-books to suitcases. It requires ample display space.

REQUIRED: (Sheet size 22" x 30")

Plan of fronts and interior of stores to 20' depth at 1/8" scale. Perspective in color at as large a scale as possible.

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CLASS A SKETCH 4

JUNE 2, 1952
JUDGMENT IN NEW YORK

115 EAST 40TH ST., NEW YORK 16, N. Y.
1952-1953 SIXTIETH SCHOOL YEAR

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ELEVATION OF FIVE CONSECUTIVE STORE FRONTS

MARCH 30 AND MAY 22, 1952
EXERCISE ANY 2 CONSECUTIVE DAYS BETWEEN

DEPARTMENT OF ARCHITECTURE
BEAUX-ARTS INSTITUTE OF DESIGN

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DEPARTMENT OF ARCHITECTURE

1952-1953 SIXTIETH SCHOOL YEAR

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In a regional suburban center developed by a single owner, it is considered desirable that the overall architectural character be unmarred by store exteriors which emphasize tasteless advertising or are dissonant with either the shopping center architecture established or the neighboring stores. On the other hand, the individual character of each store inherent in its use must not be suppressed, but given clear expression.

The lease with each tenant includes the following restrictions:

1. All entrance doors are to be so recessed, so that doors swinging to the outside will not project beyond the general store front line.
2. Arcade (deep vestibule flanked by show windows on either side) fronts are to be considered only in exceptional cases, and then the depth of the arcade shall be limited to its width.
3. There shall be a neutral strip 12' wide to secure clear separation between stores. The center line of this neutral strip coincides with the line defining the leased space.
4. Signs shall be of substantial, easily maintainable construction and not higher than 4 feet. The location of signs is restricted to the store front proper. Electrical signs of the moving or flashing type will not be permitted. Signs may project a maximum of 6 inches beyond the general store front line.
5. Store front materials must be incombustible, lend themselves to easy maintenance and replacement and offer a pleasant, orderly appearance.
6. Colors of store front materials must harmonize with colors of adjoining store fronts.

The owner has requested a sketch of the three consecutive store fronts. The general requirements: A covered colonnade 15 feet wide and 14 feet high fronts the building and borders a landscaped garden court. The stores are located beneath this colonnade which provides weather and sun protection and makes awnings unnecessary. Store interiors are 14 feet high between finished floor and acoustic hung ceiling. Above the hung ceiling there is space for recessed lighting fixtures, ventilation ducts, etc.

The individual requirements of the three stores are:

Store A: Women's Ready-to-Wear Store of the medium price class. Width of leased space: 40'. Name of store: French Frocks. The tenant desires as much show window space as possible in which to display merchandise on mannikins. He would like to have part of the shop interior visible through glass areas near the entrance doors. He would like to see the name of the store effectively displayed, especially to those customers walking along under the colonnade.

Store B: Jewelry Store. Width of leased space 20'. Name of store: Glamour. This store features higher priced merchandises and would like to express the dignity and long-standing reputation of the firm.

Store C: Ladies' Shoe Store. Width of leased space: 30'. Name of store: Cinderella. The owner of this store gives the designer as much freedom as possible. He feels that he must not necessarily rely upon traditional show-window layout or methods of display.

REQUIRED: (Sheet size 22" x 30")

Floor plan at 1/4" scale of the three store fronts showing the colonnade and the show windows and/or display areas.

Perspective of store fronts or direct elevation, in color at as large a scale as possible.

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DISPLAY AREAS. SOLID FRONT

JUDGMENT IN NEW YORK
JUNE 2, 1953

EXERCISE ANY 2 CONSECUTIVE DAYS BETWEEN
MARCH 30 AND MAY 22, 1953

CLASS B SKETCH 4

ELEVATION OF THREE CONSECUTIVE STORE FRONTS

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Floor plan at 1/4" scale of the three store fronts showing
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61695

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CLASS A SKETCH 4

ELEVATION OF FIVE CONSECUTIVE STORE FRONTS

AUTHOR - VICTOR D. GRUEN, LOS ANGELES, DETROIT, NEW YORK

JURY OF AWARD - JUNE 2, 1953

CHARLES W. BEESTON

GIORGIO CAVAGLIERI

BENJAMIN MOSCOWITZ

ARTHUR S. DOUGLASS, JR.

PARTICIPANTS:

OKLAHOMA A. & M. COLLEGE

UNIVERSITY OF NOTRE DAME

CLASS B SKETCH 4

ELEVATION OF THREE CONSECUTIVE STORE FRONTS

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OKLAHOMA A. & M. COLLEGE

WESTERN RESERVE UNIVERSITY, CLEVELAND

UNIVERSITY OF NOTRE DAME

UNAFFILIATED: PRAIRIE VIEW, ILL.

REPORT OF THE JURY - ARTHUR S. DOUGLASS, JR.

BECAUSE REQUIREMENTS FOR BOTH PROBLEMS WERE IDENTICAL (WITH THE EXCEPTION OF THE NUMBER OF STORE FRONTS INVOLVED) THIS IS A COMBINED CRITIQUE.

THE PROGRAM COMMITTEE, THE AUTHOR AND THE JURY HAD ANTICIPATED STIMULATING SOLUTIONS INASMUCH AS THE PROGRAMS WERE DIRECTED TOWARD "FACILE ARCHITECTURE" THAT THE STUDENTS FREQUENTLY ASK FOR - AND TOO OFTEN APPLY TO PROBLEMS WHICH ARE BASED ON THREE DIMENSIONAL BUILDINGS!

RARELY HAS THIS JUROR SEEN SUCH AN AMATEUR COLLECTION OF UNIMAGINATIVE, INADEQUATE AND POORLY DRAFTED PROBLEMS. THERE WAS ALMOST NO GRASP OF OVERALL DESIGN, NO APPRECIATION OF THE DIFFERENCES BETWEEN TYPES OF STORES OR TYPES OF MERCHANDISE, LITTLE FEELING FOR MATERIALS AND PROPORTION AND AN UTTER LACK OF INDIVIDUALITY. CLASS B GRASPED THE PROBLEM TO A MORE INTELLIGIBLE DEGREE THAN DID THE CLASS A.

F. FERGUSON, UNIVERSITY OF NOTRE DAME, CLASS B - MENTION: PRESENTED A SIMPLE CONCEPT AND PRESENTATION WITH AN UNCLUTTERED ELEVATION. HE DID NOT HESITATE TO REPEAT INDIVIDUAL PLAN ARRANGEMENTS WHICH PROVIDED SOME WELCOMED, UNCOMPLICATED SHAPES. THE SIMPLE RHYTHM OF THE GLASS PANEL PATTERN WAS ACCENTED BY THE USE OF COLORED BACK BAFFLES FOR SHOWCASE DISPLAY AREAS. SOLID FRONT OF THE JEWELRY SHOP FOLLOWED THE SO-CALLED

"BANK VAULT" MANNER OF JEWELRY SHOP FRONTS WHILE THE OTHER TWO SHOPS WERE OPENED FOR LOOK-IN VIEWING THUS PROVIDING SOME CONTRAST. THIS WAS A BOLD, SIMPLE APPROACH WHEREIN THE DESIGNER SETTLED ON AN UNCOMPLICATED THEME AND CARRIED IT TO ITS OWN LOGICAL CONCLUSION. THIS DESIGN AND THOSE OF MESSRS. TAMULEWICZ, WESTERN RESERVE UNIVERSITY, CLEVELAND, AND CAMPBELL OF THE UNIVERSITY OF NOTRE DAME, WERE FROM THE MONDRIAN SCHOOL OF DESIGN AND THEIR JOINT WEAKNESS WAS THAT NONE INCORPORATED ANY INDIVIDUAL INTERPRETATION OF MONDRIAN'S RULES AND REGULATIONS, BUT AT LEAST THESE THREE MEN "ADAPTED" WELL.

MESSRS. TAMULEWICZ AND CAMPBELL, BOTH RECEIVED HALF MENTION, PRESENTED A MORE UNDECIDED BREAKING UP OF MONDRIAN SQUARES AND RECTANGLES WITH JUMPING PATCHES OF COLOR INDICATING INDECISION, WHEREAS MR. FERGUSON'S DESIGN WAS BIG AND BOLD. MR. TAMULEWICZ ADDED SOME BRICK WORK WHICH COMPLICATED MATTERS AND MR. CAMPBELL ADDED A BARRAGE OF LIGHTING FIXTURES IN ONE SHOP AND AN UNNECESSARY DIAPER PATTERN UPON THE SOLID WALL OF ANOTHER. THESE WERE ADEQUATE SOLUTIONS BUT WERE NOT AS ASSURED AS THE MENTION DRAWING OF MR. FERGUSON. ALL THREE SOLUTIONS WERE HIGHLY SELF-CONSCIOUS, SOPHISTICATED DESIGNS.

C. REED, OKLAHOMA A. & M. COLLEGE, HALF MENTION: INTRODUCED A PHYSICAL SEPARATION BETWEEN SHOPS THAT, IN PERSPECTIVE, INDICATED THIS TO BE A MORE POSITIVE SOLUTION THAN THE THREE ABOVE-MENTIONED PROBLEMS WHICH WERE ABSTRACT COMPOSITIONS WHEREAS THIS IS MORE REALISTIC. MR. REED'S SOLUTION (A) SHOWED INTEGRATION WITH THE ARCADE, AND (B) INDICATED MATERIALS BOTH OF WHICH GAVE A QUALITY OF DESIGN AND TEXTURE THAT WAS RESPECTED BY THE JURY. WHILE THE PROBLEM WAS NOT PARTICULARLY EXCITING AND RATED ONLY HALF MENTION, IT WAS, NEVERTHELESS, WELL AHEAD OF SUBSEQUENT ENTRIES.

IN THE CLASS A SKETCH (FIVE STORE FRONTS) THE DESIGN BY D.L.ZINN, OKLAHOMA A. & M. COLLEGE, WAS ROUTINE. WHY, IN A MEN'S SHOP WHICH REQUIRES A LARGE DISPLAY WINDOW, HAS THE DESIGNER ELIMINATED WINDOW DISPLAY AND RESTRICTED ANY VIEW OF THE INTERIOR OTHER THAN THROUGH THE DOUBLE ENTRY DOORS? THESE ARE CONTRARY TO ALL MERCHANDIZING THEORY AND CANNOT BE RATIONALIZED IN TERMS OF DESIGN THEORY. STORES MUST MAKE MONEY AND SUCH A BLANKED OUT FRONT IS NOT ONLY UNREALISTIC BUT UNINTELLIGENT.

C.H.PASEUR, OKLAHOMA A. & M. COLLEGE, HALF MENTION: HAD A ROUTINE SOLUTION UNIMAGINATIVE IN DESIGN OTHER THAN FOR THE NAME BANDS WHICH SERVED TO SEPARATE ONE STORE FROM THE OTHER. THIS WAS THE BEGINNING OF A GOOD IDEA BUT MISSED BECAUSE THE DESIGNER DID NOT CAPITALIZE ON IT AND FURTHER COMPLICATED MATTERS BY CHEEK WALLS FLANKING EACH ENTRANCE WHICH INTERRUPTED RATHER THAN ACCENTED THE FLOW OF THE SHOPS.

J.KELLEY, OKLAHOMA A. & M. COLLEGE, FAILED TO RECEIVE AN AWARD ON A WELL DRAFTED AND PRESENTED BUT UNEXCITING DRAWING. IT WAS SIMILAR TO THE SOLUTION BY MR. ZINN. MR. KELLEY SHOULD ALSO BE APPRIZED THAT SHOPKEEPERS ARE IN BUSINESS TO MAKE MONEY AND, CAN RARELY BE PERSUADED TO ACCEPT A DESIGNER'S RECOMMENDATION THAT STORAGE (NECESSITATING A BLANK WALL) SHOULD OCCUPY ONE-THIRD OF THE STORE FRONTAGE.

MESSRS. KELLEY, PASEUR AND ZINN, ALL OF CLASS A, WOULD DO WELL TO PAY LESS ATTENTION TO WATER COLOR TRICKS AND LEARN THE MECHANICS OF SELECTING AN HONEST PERSPECTIVE. THIS ALSO APPLIES TO THE MAJORITY OF OTHER SUBMISSIONS. ALL OF THESE DESIGNERS, WHO UNDOUBTEDLY HOLD THAT HONESTY IS A PRIME FACTOR IN ARCHITECTURE, SHOULD LEARN TO DRAW THAT WAY AS WELL AS TALK THAT WAY.

SUMMARY OF AWARDS: CLASS A SKETCH 4

2 HALF MENTION 18 TOTAL SUBMITTED

OKLAHOMA A. & M. COLLEGE: HALF MENTION- C.H.PASEUR, D.L.ZINN.

SUMMARY OF AWARDS: CLASS B SKETCH 4

1 MENTION 3 HALF MENTION 54 TOTAL SUBMITTED

OKLAHOMA A. & M. COLLEGE: HALF MENTION- C.REED.
UNIVERSITY OF NOTRE DAME: MENTION- F.FERGUSON. HALF MENTION- A.CAMPBELL.
WESTERN RESERVE UNIVERSITY, CLEVELAND: HALF MENTION- J.TAMULEWICZ.

INDEX OF REPRODUCTIONS:

CLASS A SKETCH 4 - ELEVATION OF FIVE CONSECUTIVE STORE FRONTS
CLASS B SKETCH 4 - ELEVATION OF THREE CONSECUTIVE STORE FRONTS
JUNE 2, 1953

79. W. L. FERGUSON, UNIVERSITY OF NOTRE DAME MENTION (CLASS B)
80. D. L. ZINN, OKLAHOMA A. & M. COLLEGE HALF MENTION (CLASS A)

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BEAUX-ARTS INSTITUTE OF DESIGN

DEPARTMENT OF ARCHITECTURE

1952-1953 SIXTIETH SCHOOL YEAR

115 EAST 40th ST., NEW YORK 16, N. Y.

EXERCISE ANY 5 CONSECUTIVE WEEKS BETWEEN
MARCH 30 AND MAY 22, 1953

JUDGMENT IN SAN FRANCISCO
ABOUT JUNE 6, 1953

A SEAFOOD MARKET

CLASS B PROBLEM 4 KAWNEER PRIZE

AUTHOR—LUCIUS R. WHITE, JR., F.A.I.A., Baltimore, Md.: After graduating from University of Pennsylvania he taught Architectural Construction as Assistant to Thomas Nolan, F.A.I.A.; and prior to opening his own office in 1922 he was chief draftsman and partner of Otto G. Simonson in Baltimore. He has been president of the Baltimore Chapter of the A.I.A., member of Building Code Committee and Chairman of First Fire Protection Code; member of the State and City Board of Architectural Review. He has practiced in Maryland and other states, with buildings in West Indies and South America, and has been specializing in Industrial Plant Design.

General

A large municipality has decided to build a modern wholesale and retail Seafood Market, (replacing its present port facilities) on a new site. Previously the bulk of the products were received at the public wharves nearby, but the items were few and distribution limited. Today's market requirements, however, are complicated with many items delivered by truck and train from distant points, in addition to those arriving by boat.

A Committee appointed by the Mayor has made its report and recommended that a competition be held to obtain the most advanced thinking on the subject. Architects have been invited to submit designs accordingly and provide a new Market that will be efficient in operation and return a profit to the city.

The products delivered to the merchandising companies renting space in the building are extremely diverse in character. Some of the merchants handle single staple articles, others have a variety of general and special products to sell, including the following:

- a) Fish of all kinds, large and small.
- b) Live crabs both hard and soft.
- c) Oysters of various grades, in shells, sold direct, and also canned and ice packed for shipment locally to shops, hotels, and restaurants.
- d) Live lobsters, graded and sized.
- e) Shrimp, eels, and other varieties of seafood from local waters and from afar.

The market is open daily from 5 A.M. to 3 P.M., except Saturdays and Sundays. The general public demand requires that the market include a restaurant, run by a concessionaire, open on market days from 7:30 A.M. to 9:30 P.M., and a large retail seafood store open from 8 A.M. to 6:30 P.M. to augment the large wholesale market requirements.

Problem

The following facilities are required in either one building or group of buildings:

A. WHOLESALE MARKET containing:

1. 26 uniform sized stalls for rent, each of about 650

sq. ft. with individual box type refrigerators, and small sales office seating 3 people for recording credit and cash sales, and for use as a shelter in cold weather. In addition, each stall shall have a platform space, protected by a large canopy, for shipping and receiving merchandise and a monorail for weighing and transporting it to the selling and display areas.

Each stall shall have a ten foot wide door at the rear, toward the canopied platform for receiving and delivery; where customer cars or trucks can obtain their purchases.

2. 26 offices, preferably on mezzanines, for the general renting company's use, to provide for the buying, corresponding, billing, etc. each about 520 sq. ft.
3. Two large toilet and rest rooms (80 men and 40 women) for market personnel.
4. A large area for wholesale dealers to view and purchase from the stalls, with three 10 foot wide doors for general public use leading to a large canopied platform, this area to be about 7500 sq. ft.
- B. MARKET MASTER'S OFFICE conveniently located for easy accessibility to both storekeepers and public and permitting general supervision, approximately 400 sq. ft.
- C. RETAIL SEAFOOD STORE with a total floor space of 2500 sq. ft. for sales cases and counters, storage space and refrigerators.
- D. RESTAURANT, seating 135 persons with adequate kitchen, storage and serving spaces and including toilets and rest rooms for men and women.
- E. SPECIAL EQUIPMENT

1. A large 50 ton per day capacity ice-making machine with refrigerator storage for icing and packing of the products for display and selling; the ice being billed to stall keepers by the market master office.
2. An Incinerator, gas fired, to prevent waste products from accumulating.

JUDGMENT IN SAN FRANCISCO
ABOUT JUNE 6, 1953

EXERCISE ANY 5 CONSECUTIVE WEEKS BETWEEN
MARCH 30 AND MAY 22, 1953

CLASS B PROBLEM 4
KAWNEER PRIZE

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Each stall shall have a ten foot wide door at the rear, toward the canopied platform for receiving and delivery; where customer cars or trucks can obtain their purchases.

2. 25 offices, preferably on mezzanines, for the general renting company's use to provide for the buying, corresponding, billing, etc. each about 520 sq. ft.
3. Two large toilet and rest rooms (80 men and 40 women) for market personnel.
4. A large area for wholesale dealers to view and purchase from the stalls, with three 10 foot wide doors for general public use leading to a large canopied platform, this area to be about 7500 sq. ft.

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Problem

The following facilities are required in either one building or group of buildings:

- A. WHOLESALE MARKET containing:
1. 25 uniform sized stalls for rent, each of about 650

are each 70'. South of Harbor Boulevard are the City wharves where sailing vessels and steamships bring supplies to the City; products for the Sea Food Market being trucked across the boulevard, the City Railroad track is located in the center of Harbor Boulevard. Bus lines and traffic in two directions each on the boulevard and Market Place, and there is traffic in two directions on the minor streets.

The railroad permits spur tracks into the building proper. Freight cars are spotted only at night hours and are off the streets before 7:30 A.M.

Prevailing winds are from the southwest in the summer and from the northwest in winter.

REQUIRED: (Sheet size 31" x 40")

1. Plot plan at the scale of 1" equals 40 feet, showing traffic scheme outside of building.

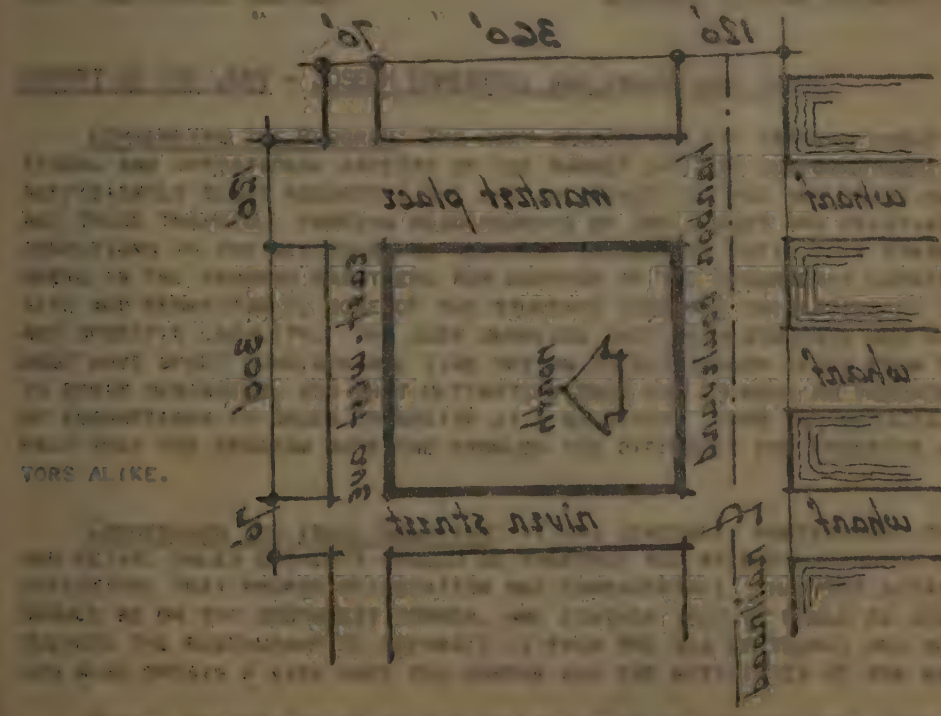
2. Ground floor and mezzanine floors at the scale of 1 1/8" to the foot.

3. Section perpendicular to front of building at the scale of 1/8" to the foot.

4. Front elevation at the scale of 1/8" to the foot.
5. At least two details showing application of metal store fronts, show cases or similar details at the scale of 1 1/2" to the foot.

AGRIC. & MECH. COLLEGE

UNIVERSITY OF NOTRE DAME



The office, toilet, restaurant and retail seafood store will be located on the ground floor. The public area, the stalls and other ground floor areas shall have adequate ventilation, ventilation from the local utility company's main will be brought to the site and eliminate the requirement for a boiler room.

Adequate drainage from the stall and public areas is mandatory to maintain a sanitary condition and to prevent disagreeable odors. Stall keepers maintain the stall spaces and the market master the public areas. Ample washing facilities shall be conveniently located. The municipality will pay for all heating, gas, electric and water requirements which are included in the rent.

Provision should be made for off-street parking and unloading as well as for at least three disabled trucks.

The rectangular site may be considered as generally level (with only a slight rise to the south for drainage). The east-west dimension is 300 feet, the north-south dimension 120 feet. There are no zoning restrictions as to extent of coverage. The building of buildings must be set on piles, without basements.

Market Place to the west and Harbor Boulevard to the south are each 120' wide between building lines. East-West Avenue to the north and River Street to the east

WERE CONSIDERED TO BE OF THE GREATEST IMPORTANCE. MANY PROBLEMS WERE IT IS REQUESTED THAT EVERY COPY OF THIS PROGRAM OR ANY ADAPTATION OF IT SHALL GIVE A CREDIT LINE TO THE SEASIDE ARTS INSTITUTE OF DESIGN. TION OF THE DEPARTMENT OF ARCHITECTURE FOR THE SCHOOL YEAR 1952-1953. A COPY WILL BE SENT ON REQUEST.

The offices, toilets, restaurant and retail seafood store shall be heated and air-conditioned. The public area, the stalls and other ground floor areas shall have adequate forced-air ventilation. Steam from the local utilities company's main will be brought to the site, and eliminate the requirement for a boiler room.

Adequate drainage from the stall and public areas is mandatory to maintain a sanitary condition and to prevent disagreeable odors. Stall keepers maintain the stall spaces and the market master the public areas. Ample washing facilities shall be conveniently located. The municipality will pay for all heating, gas, electric and water requirements which are included in the rent.

Provision should be made for off-street parking and unloading as well as for at least three disabled trucks.

Site

The rectangular site may be considered as generally level (with only a slight fall to the south for drainage), the east-west dimension is 300 feet, the north-south dimension 360 feet. There are no zoning restrictions as to extent of coverage. The building or buildings must be set on piles, without basements.

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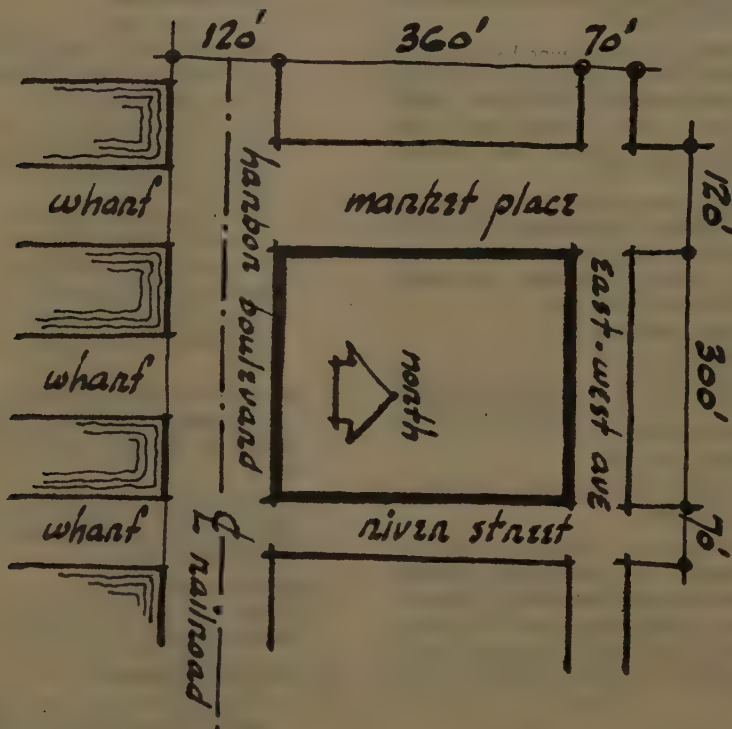
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MANDATORY REQUIREMENTS AND REGULATIONS GOVERNING THIS PROBLEM ARE STATED IN THE CIRCULAR OF INFORMATION OF THE DEPARTMENT OF ARCHITECTURE FOR THE SCHOOL YEAR 1952-1953. A COPY WILL BE SENT ON REQUEST.

CLASS B PROBLEM 4

AUTHOR - LUCIUS R. WHITE, JR., F.A.I.A., BALTIMORE, MD.

A SEAFOOD MARKET
KAWNEER PRIZE

JURY OF AWARD - JUNE 6, 1953 AT BERKELEY, CALIF.

ANSON BOYD
LOY CHAMBERLAIN
FRED CONFER
BILL CORLETT
GEORGE A. DOWNS

JOSEPH ESHERICK
JACK HILLMER
RAYMOND JEANS
JACK KING
DONALD KIRBY

WILLIAM H. KNOWLES
KEITH PONSFORD
RALPH PRIESTLEY
BOLTON WHITE
ALBERT R. WILLIAMS

REPRESENTATIVES OF THE KAWNEER COMPANY: OTIS H. WINFIELD, VICE PRESIDENT
FRANK E. COX ROBERT LADDISH
CHARLES APGAR BRUCE WINKWORTH

PARTICIPANTS:

OKLAHOMA AGRIC. & MECH. COLLEGE
RICE INSTITUTE, HOUSTON

UNIVERSITY OF NOTRE DAME
WESTERN RESERVE UNIVERSITY, CLEVELAND

REPORT OF THE JURY - JOSEPH ESHERICH, SAN FRANCISCO, CALIF.

CONCERNING THE PROGRAM: THE JURY CONSIDERED THE PROGRAM VAGUE ON FUNCTIONAL AND OPERATIONAL ASPECTS OF THE MARKET AND ITS SURROUNDINGS, AND NOT SUFFICIENTLY CLEAR REGARDING THE ORIGIN, DIRECTION AND AMOUNT OF AUTOMOBILE AND TRUCK TRAFFIC. PARKING REQUIREMENTS OF THE MARKET AND EXISTING PARKING CONDITIONS IN THE NEIGHBORHOOD WERE NOT CLEARLY OR DEFINITELY STATED. NO WHERE IN THE PROGRAM WAS THERE ANY MENTION OF THE GEOGRAPHIC LOCATION OF THE SITE AND REGRETTABLY, NONE OF THE STUDENTS TOOK THE INITIATIVE TO INDICATE ANY SPECIFIC LOCALITY. THE JURY SURMISED THAT BOTH STUDENTS AND INSTRUCTORS MUST HAVE SPENT CONSIDERABLE TIME TRYING TO GET ENOUGH CLUES FROM THE PROGRAM TO BEGIN DESIGNING, AND THAT ULTIMATELY THEY HAD TO MAKE AN INDEPENDENT SERIES OF ASSUMPTIONS IN ORDER TO ARRIVE AT A SOLUTION. FROM THE RESULTS, IT WAS FELT THAT THE PROGRAM MADE THE PROBLEM TOO DIFFICULT FOR STUDENTS AND INSTRUCTORS ALIKE.

CONCERNING THE IDEAL SOLUTION: IT WAS GENERALLY AGREED THAT THE RESTAURANT AND RETAIL SALES ELEMENTS SHOULD GO TOGETHER AND BE KEPT CLEAR OF THE WHOLESALE OPERATION; THAT PROPER ORIENTATION WAS FUNDAMENTAL; THAT THE RETAIL AREAS SHOULD BE ON THE SOUTHWEST CORNER, AND FURTHER THAT IT WOULD BE DESIRABLE TO ELEVATE THE RESTAURANT TO SEPARATE IT FROM THE SEA OF TRUCKS AND AUTOMOBILES, AND ALSO OBTAIN A VIEW OVER THE HARBOR AND THE ACTIVITIES OF THE MARKET ITSELF.

QUICK, DIRECT ACCESS TO THE SELLING AREA AND CLEAN, EASY CIRCULATION WITH- IN IT WERE CONSIDERED TO BE OF THE GREATEST IMPORTANCE. MANY PROBLEMS WERE WEAK IN THIS RESPECT, SOME WITH STALLS TUCKED AWAY OBSCURELY IN THE DEAD-ENDS OF CORRIDORS. OPINION DIFFERED WHETHER OR NOT THE LAND SHOULD BE INTENSELY USED RIGHT DOWN TO THE LAST SQUARE FOOT; SOME THOUGHT THERE WAS INSUFFICIENT

AREA DEVOTED TO PLANTING, OTHERS THOUGHT THERE WAS TOO MUCH.

CONCERNING THE SUBMISSIONS: THE PROJECTS FELL QUITE CLEARLY INTO THREE TYPES OF SCHEMES: SINGLE LONG MARKET BUILDINGS WITH A CENTRAL AISLE FOR THE MARKET SPACE; L-SHAPED MARKETS WITH THE AISLE OR SELLING SPACE ON ONE SIDE ONLY; COURT SCHEMES, SOME WITH THE MARKET IN THE FORM OF A CIRCLE. THE CIRCLE SCHEMES ALL ENDED UP OUT OF SCALE WITH THE LOT, WITH A CONSTRICTED SELLING SPACE THAT WOULD HAVE MADE SELLING DIFFICULT AND THE MOVEMENT OF THE PUBLIC FROM STALL TO STALL AND IN AND OUT OF THE GENERAL AREA AWKWARD.

THE PROGRAM WAS ESSENTIALLY A PLAN PROBLEM BUT DID NOT IMPLY THAT THAT IS WHERE THE EFFORT SHOULD STOP. TIME SHOULD BE BUDGETED SO THAT A BUILDING IS DESIGNED IN ITS ENTIRETY AND IS NOT JUST A DIAGRAM OF FUNCTIONS. MANY OF THE ELEVATIONS WERE MERE CONSTRUCTIONS FROM THE PLAN ITSELF, OTHERS NOT AT ALL RELATED TO IT. THERE WERE VERY FEW UNIFIED SCHEMES THAT INDICATED ANY THINKING OR FEELING IN THE ROUND. THE CRITICISM WAS MADE THAT THERE WAS LITTLE INDICATION OF ABILITY TO PUT MATERIALS TOGETHER OR TO ARRANGE VOLUMES AND SPACES. APPROACH TO THE HANDLING OF VEHICULAR TRAFFIC WAS GENERALLY UNREALISTIC, WITH INADEQUATE PROVISION FOR BACKING TURNING OR PASSING OF TRUCKS. MANY PROJECTS WERE CRITICIZED FOR DOING THINGS THE HARD WAY AND IT WAS GENERALLY FELT THAT TRYING TO FORCE THE MARKET INTO A CIRCULAR PLAN WAS THE HARDEST. THE PROGRAM DEMANDED A GREAT DEAL OF DRAWING ON A RELATIVELY SMALL SHEET, FORCING THE APPEARANCE THAT SHEETS WERE CROWDED. CROWDED THEY MIGHT HAVE TO BE, BUT THERE WAS NO EXCUSE FOR POOR ORGANIZATION; SHEET COMPOSITIONS SELDOM EXISTED AND VERY FEW OF THE DRAWINGS READ SIMPLY, EASILY AND WELL.

IN THE JUDGMENT LITTLE WEIGHT WAS GIVEN TO THE DETAIL DRAWINGS REQUIRED. IT WAS FELT THAT THE STUDENT'S HANDLING OF THE OVERALL STRUCTURE, HIS USE OF MATERIALS, HIS MEANS OF ENCLOSURE OF SPACE, OF SUPPORTING THE ROOF, OF ADMITTING LIGHT, AND OF GIVING SHELTER WAS MORE IMPORTANT WHEN VIEWED IN THE WHOLE RATHER THAN AS SEEN IN DETAIL. IT WAS APPARENT THAT VERY FEW VISUALIZED THE BUILDING IN ITS ULTIMATE SETTING, SURROUNDED BY TRUCKS AND AUTOMOBILES, WHERE ONLY THE UPPER STORY WOULD COUNT. ONE JUROR WHEN ASKED FOR A COMMENT STATED THAT THERE WAS A UNIFORM LACK OF MATURE INSTRUCTION.

A.PAPESH, WESTERN RESERVE UNIVERSITY, CLEVELAND - FIRST KAWNEER PRIZE: IT WAS THE ONE PROJECT WITH A THOROUGHLY WORKABLE PLAN AND A WELL ORGANIZED AND CONSISTENT DESIGN OF THE WHOLE BUILDING. WHAT WAS FELT BY THE JURY TO BE THE MOST IMPORTANT PROBLEM, THE BRINGING OF FISH TO THE MARKET AND GETTING THEM OUT AGAIN WAS HANDLED EASILY AND SIMPLY. PARKING WAS MORE THAN ADEQUATE AND KEPT AWAY FROM THE MARKET AND RESTAURANT CORNER. THE RETAIL MARKET AND RESTAURANT WERE CLOSE TOGETHER; THE RESTAURANT ON THE SECOND FLOOR TAKING ADVANTAGE OF THE VIEW OF THE WHARVES ON ONE SIDE AND THE ACTIVITY OF THE TRUCKING AREA ON THE OTHER. ACCESS TO THE MARKET AREA FOR WHOLESALE BUYERS, HOWEVER, WAS NOT ADEQUATELY WORKED OUT.

C.L.HENRY, RICE INSTITUTE - SECOND KAWNEER PRIZE: DELIVERY AND PICK UP WORKED VERY SIMPLY, WITH EXCELLENT ACCESS TO THE MARKET FOR WHOLESALE BUYERS. THE RESTAURANT AND RETAIL MARKET WERE IDEALLY LOCATED AND THE FEELING OF CLOSENESS OF THESE ELEMENTS TO THE ACTIVITY OF THE MARKET ITSELF IS VERY GOOD. THE

AMOUNT OF GLASS AND ITS VERY INADEQUATE PROTECTION WAS HARDLY CONSISTENT WITH THE LOCALE SUGGESTED BY THE PALM TREES. THE STRUCTURAL FRAME OF THE MARKET ITSELF IS PERHAPS MOST KINDLY DESCRIBED AS IMMATURE.

E.SAGADENCKY, WESTERN RESERVE UNIVERSITY, CLEVELAND - THIRD KAWNEER PRIZE: THE PLAN WAS SIMPLE AND DIRECT; LOADING WELL HANDLED, BUT THE PARKING AREA WAS SOMEWHAT CRAMPED. THERE WAS A DIFFERENCE OF OPINION OVER THE INCLUSION OF A PLANTED AREA; SOME FELT THAT THE VALUE OF THE PROPERTY AS IMPLIED BY THE PROGRAM WOULD SUGGEST MORE INTENSIVE USAGE. AGAIN THE MARKET AND RESTAURANT WERE WELL LOCATED ALTHOUGH THE DINING AREA OF THE RESTAURANT ITSELF WAS VERY POORLY DONE. NOBODY LIKED THE STONE WALL. THE DEVICE OF BACKING THE TRUCKS DOWN A RAMP IS QUESTIONABLE FROM THE POINT OF VIEW OF MAINTENANCE AND CLEANLINESS.

N.VODANOFF, WESTERN RESERVE UNIVERSITY, CLEVELAND - FOURTH KAWNEER PRIZE: SOME OF THE JURORS FELT THIS TO BE THE BEST GENERAL PLAN, PARTICULARLY IN ITS INTENSIVE USE OF THE SITE. PLANNING IN DETAIL HOWEVER, WAS NOT AS WELL CARRIED OUT AS ONE MIGHT EXPECT OF SUCH A GOOD BASIC IDEA. THERE WAS, HOWEVER, ABSOLUTELY NO FEELING THAT THE BUILDING EXISTED AS A UNIFIED STRUCTURE IN THE ROUND. THE PLAN DOES NOT SUGGEST IT NOR DO THE ELEVATIONS.

R.CADY, WESTERN RESERVE UNIVERSITY, CLEVELAND - FIRST MENTION PLACED: THIS DESIGN HAD A SIMPLE, WELL-ORGANIZED PLAN, BUT THE FORM OF THE BUILDING WAS CRITICIZED AS BEING IMMATURE AND POORLY DEVELOPED. THE BIGGEST FLAW, HOWEVER, WAS FELT TO BE THE BOTTLENECK CREATED BEHIND THE RETAIL STORE AND RESTAURANT WHEREBY THE TRUCKS WERE PREVENTED FROM CONTINUING THROUGH TO MARKET PLACE TO THE WEST. THIS WAS ADEQUATELY WORKED OUT IN THE FIRST PRIZE DESIGN.

G.A.COLE, OKLAHOMA A. & M. COLLEGE - FIRST MENTION: THIS WAS A CONTROVERSIAL PROBLEM WHICH WAS SEVERELY CRITICIZED (MOSTLY BY THE PRACTICING ARCHITECTS) FOR A VERY POOR PLAN ARRANGEMENT OF THE MARKET PROPER, BUT WHICH WAS COMMENDED (MOSTLY BY "EDUCATORS") FOR ITS EXCELLENT CHARACTER AND FOR ITS FEELING OF APPROPRIATENESS. PRINCIPAL DEFECTS IN THE PLAN WERE THE PLACING OF THE FOUR ISOLATED WHOLESALE UNITS TO FORM THE CONNECTING LINK FROM THE WHOLE WHOLESALE BLOCK TO THE RETAIL STORE AND RESTAURANT, AND FOR THE DIFFICULTY THAT WOULD BE ENCOUNTERED WITH TRUCKS IN THE TIGHT INTERIOR COURT.

P.W.MESSICK, OKLAHOMA A. & M. COLLEGE - FIRST MENTION: THIS WAS ALSO A CONTROVERSIAL PLAN, AND SOME FELT THAT THE INTERIOR COURT WAS WASTEFUL AND THAT THE AREA COULD BE BETTER USED FOR PARKING, OTHERS FELT THAT THE INTERIOR COURT COULD BE WELL USED AS AN ADJUNCT TO THE MARKET, AND THAT THE COURT MIGHT BE A VERY PLEASANT THING. THE ELEVATION WAS CRITICIZED AS BEING DEVOID OF ANY MARKET CHARACTER, IN FACT OF CHARACTER OF ANY PARTICULAR KIND AT ALL. IT WAS CONSIDERED VAGUE, FORMLESS AND OUT OF SCALE.

SUMMARY OF AWARDS:

5	FIRST MENTION PLACED	2	FIRST MENTION	15	MENTION	32	NO AWARD
		54	TOTAL SUBMITTED.				

BEAUX-ARTS INSTITUTE OF DESIGN

DEPARTMENT OF ARCHITECTURE

1952-1953 SIXTIETH SCHOOL YEAR

115 EAST 40th ST., NEW YORK 16, N. Y.

EXERCISE ANY 2 CONSECUTIVE DAYS BETWEEN
MARCH 30 AND MAY 22, 1953

JUDGMENT IN NEW YORK
JUNE 2, 1953

A STATE CAPITOL FOR ALASKA

CLASS A PROBLEM 4

AUTHOR—GLENN STANTON, F.A.I.A., Portland, Oregon: Holds A.B. and B.S. degrees from the University of Oregon and an M.A. from Massachusetts Institute of Technology. He was a member of the American Students' Mission to Europe in 1921. In 1925 he became a member of the firm of Whitehouse, Stanton and Church and in 1935 engaged in private practice in Portland. He was president of the Oregon Chapter of A.I.A. 1939-40, a member of the Portland City Planning Commission 1941-49 and its President from 1945. Member of Oregon State Board of Architect Examiners 1936-53 and President 1941, 1944, 1952; member Board of Directors, Portland Chamber of Commerce, 1953; served as National Vice President of the A.I.A. 1948-1951 and elected its President in 1951. He is Honorary Fellow of the Royal Architectural Institute of Canada and Honorary Corresponding member of the Philippine Society of Architects.

PROGRAM:

Alaska will probably soon become a State of the Union, and like all States it will desire a capitol building commensurate with its position in a great union of states. The architect will be selected by a national competition. This problem serves as the preparation of the design and drawings for the competition.

This capitol building will have a two-fold purpose: First, it must comfortably and efficiently house the various branches of government and facilitate the disposition of their multitudinous duties. Much consideration should be given to circulation since that is the foundation on which any satisfactory solution must rest. Secondly, but equally as important, this capitol building must express by architectural means (combining painting, sculpture and landscape planning) something of the vital heritage and limitless future of this State. Meaningless monumentality is not desirable, yet this building should symbolize the seat of government for a vast and important area.

REQUIREMENTS:

1. Legislative Department:

A. House of Representatives

Chamber to seat 40 members, spectators' gallery, lounge and locker rooms, committee rooms, stenographers, offices, clerks 16,000 sq. ft.

B. Senate

Chamber to seat 30 members. Other requirements the same as the House 16,000 sq. ft.

C. Ways and Means Committee

Hearing room, mailing room, lavatories 5,000 sq. ft.

2. Executive Department:

A. Governor

Reception Room, Governor's Office, staff offices, stenographers' office, work room, filing room 6,000 sq. ft.

Location: It is desirable to have the Governor's office easily accessible or adjacent to both the House and Senate and the Board of Control. Also provide a private entrance.

B. Budget Department, offices and filing... 2,000 sq. ft.

C. Secretary of State

Reception Room, secretary's office, 3 staff offices, Conference Rooms, auditing and bookkeeping office, storage* 15,000 sq. ft.

Location: Near Treasury Department.

D. Treasury Department

Offices 5,000 sq. ft.

Storage* 6,000 sq. ft.

Location: Near Governor, Secretary of State and Tax Commission.

E. Department of Justice

Office of Attorney General, Reception

Room, stenographers, filing, etc. 8,000 sq. ft.

Storage* 10,000 sq. ft.

F. State Tax Commission

Offices 5,000 sq. ft.

Storage* 1,500 sq. ft.

G. Board of Control

Offices 5,000 sq. ft.

Storage* 1,500 sq. ft.

Location: Near Governor, Secretary of State, State Treasurer and Budget Department.

*Note: Storage spaces are preferred near their respective department offices but, if easily accessible, may be grouped together elsewhere.

H. State Land Board

Offices 1,800 sq. ft.

Storage 500 sq. ft.

Location: Near Governor, Secretary of State, and State Treasurer.

I. Commission of Public Institutions

Offices 4,000 sq. ft.

Storage 3,000 sq. ft.

J. Superintendent of Public Instruction

Offices 4,000 sq. ft.

Storage 3,000 sq. ft.

3. Judicial Department:

State Supreme Court:

Room to seat 50, ten judges' chambers, Conference Rooms, 8 attorneys' offices, lounges, and rest rooms, etc. 20,000 sq. ft.

4. Miscellaneous Services:

- a. Cafeteria and kitchen for employees and general public 3,000 sq. ft.
- b. Officials dining room 3,000 sq. ft.
- c. Information desk, public telephones, public lounges and toilets, check rooms, etc.
- d. Barber shop, press room, superintendent's office and general storage 2,000 sq. ft.
- e. Employees toilets and rest rooms.

5. Boiler Room, equipment rooms, etc., may be located in the basement and need not necessarily be shown.

6. The grounds surrounding the building are of the greatest importance. An indication of their development should be shown.

Provide parking for 200 official and employee cars and 200 visitors' cars.

The above required areas are mandatory. Additional accommodations may recommend themselves and, if the designer wishes, be incorporated in the solution.

SITE:

Instead of condemning city property, the State has decided to build its capitol one mile beyond the city center on undeveloped land as shown in diagram. A broad parked boulevard will connect the capitol with the city. With the exception of a scenic drive which follows the northeast boundary, two cross roads and the principal boulevard, streets are to be determined and developed as the designer wishes.

REQUIRED: (Sheet Size 31" x 40")

1. Plot plan at the scale of 1/64" to the foot, showing all roads, landscaping, parking area or areas and footpaths.
2. Floor plan or plans at the scale of 1/32" to the foot.
3. Section at the scale of 1/32" to the foot, which best explains the design.
4. Perspective rendered in color and one elevation not shown in perspective, at 1/16" scale.



IT IS REQUESTED THAT EVERY COPY OF THIS PROGRAM OR ANY ADAPTATION OF IT SHALL GIVE A CREDIT LINE TO THE BEAUX-ARTS INSTITUTE OF DESIGN.

MANDATORY REQUIREMENTS AND REGULATIONS GOVERNING THIS PROBLEM ARE STATED IN THE CIRCULAR OF INFORMATION OF THE DEPARTMENT OF ARCHITECTURE FOR THE SCHOOL YEAR 1952-1953. A COPY WILL BE SENT ON REQUEST.

OKLAHOMA A & M COLLEGE: FIRST MENTION- G.A.COLE, P.W.MESSICK. MENTION-
P.E.CORRUBIA, D.HIGGINBOTHAM, J.H.JOHNSON, B.N.LACY, R.L.MARSH,
A.K.MONTAGUE, T.G.WALSH.
RICE INSTITUTE: FIRST MENTION PLACED - G.L.HENRY, SECOND PRIZE. MENTION-
D.KARIG, J.A.WHITE.
UNIVERSITY OF NOTRE DAME: MENTION- J.BALOBEC, A.CAMPBELL, H.KERN.
WESTERN RESERVE UNIVERSITY, CLEVELAND: FIRST MENTION PLACED- R.CADY,
A.PAPESH, FIRST PRIZE, E.SAGADENCKY, THIRD PRIZE, N.VODANOFF, FOURTH
PRIZE. MENTION- T.BODE, M.R.IMMORINO, W.MOORE.

INDEX OF REPRODUCTIONS:

CLASS B PROBLEM 4 - A SEAFOOD MARKET - KAWNEER PRIZE
JUNE 6, 1953, AT BERKELEY DIVISION OF KAWNEER CO. BERKELEY, CALIF.

- | | | |
|-----|--|--------------------------------------|
| 81. | A.PAPESH, WESTERN RESERVE UNIVERSITY, CLEVELAND | FIRST MENTION PLACED
FIRST PRIZE |
| 82. | G.L.HENRY, RICE INSTITUTE | FIRST MENTION PLACED
SECOND PRIZE |
| 83. | E.SAGADENCKY, WESTERN RESERVE UNIVERSITY, CLEVE. | FIRST MENTION PLACED
THIRD PRIZE |
| 84. | N.VODANOFF, WESTERN RESERVE UNIVERSITY, CLEVE. | FIRST MENTION PLACED
FOURTH PRIZE |
| 85. | R.CADY, WESTERN RESERVE UNIVERSITY, CLEVELAND | FIRST MENTION PLACED |

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CLASS A PROBLEM 4

AUTHOR - GLENN STANTON, F.A.I.A., PORTLAND, OREGON

A STATE CAPITOL FOR ALASKA

JUDGMENT - JUNE 6, 1953, AT BERKELEY, CALIF.

NO SUBMISSIONS RECEIVED.

INDEX VOLUME XXIX

<u>ISSUE</u>	<u>JUDGMENT</u>	<u>PROBLEM</u>	<u>PAGE</u>	<u>REPRODUCTIONS</u>	<u>PLATES</u>
JANUARY No. 1	DEC. 6, 1952 DEC. 9, 1952	A1 B1, C1	1-5 6-11	# 1 - #13 #14 - #26	11 10
FEBRUARY No.2	JAN. 29, 1953	EMERSON A2,B2,C2	12 13-22	#27 - #29 #30 - #43	3 13
APRIL No.3	FEB. 18, 1953 MAR. 24, 1953 APR. 22, 1953	LLOYD WARREN SCHOLARSHIP 1953	23-28	#44 - #49	6
MAY No.4	MAR. 24, 1953 APR. 25, 1953 MAY 2, 1953	WHITNEY WARREN PRIZE A3, C3 B3, A,B,Sk3	29-32 33-37 38-43	#50 - #54 #55 - #60 #61 - #68	5 6 6
JUNE No.5	MAY 12, 1953	SPECIAL DESIGN COMPETITION	44-48	#69 - #75	9
JULY No.6	JUNE 2, 1953 JUNE 6, 1953	C4, A,B,Sk4 B4, A4	49-53 54-57	#76 - #80 #81 - #85	4 5
	INDEX TO VOLUME	1952-1953	58-61		

OUT-OF-TOWN JUDGMENTS 1952-1953

			<u>ISSUE</u>	<u>PAGE</u>
CLEVELAND, O.	DEC. 6, 1952	CLASS A PROBLEM 1	JANUARY	1
		WESTERN RESERVE UNIVERSITY, SCHOOL OF ARCHITECTURE		
CHICAGO, ILL.	APR. 25, 1953	CLASS A, CLASS C 3	MAY	33,36
		UNIVERSITY OF ILLINOIS, NAVY PIER		
MILWAUKEE, WISC.	MAY 2, 1953	CLASS B 3, & SKETCHES	MAY	38-42
		LAYTON SCHOOL OF ART,		
BERKELEY, CALIF.	JUNE 6, 1953	CLASS B PROBLEM 4	JULY	54-57

SUPPLEMENTARY PROBLEMS 1952-1953

EMERSON PRIZE	ENTRANCE HALL TO AN AQUARIUM JAN. 29, 1953 AUTHOR - HARMON H. GOLDSTONE	PG.12 REVIEW - BENJAMIN SCHLANGER	FEBRUARY	#27-29
WHITNEY WARREN	AN INDUSTRIAL STEEL TOWN AUTHOR - ROGER WILLCOX	PG.29 REVIEW - M.MILTON GLASS	MAY	#50-54
SPECIAL DESIGN COMPETITION	A MUNICIPAL LIBRARY AUTHOR - MALCOLM GLENN WYER	PG.44 REVIEW - R.B.O'CONNOR	JUNE	#69-57

CLASS A PROBLEMS

1. HOSPITAL IN A CITY
2. AN ORCHESTRA SHED IN A PARK
3. A TROPICAL RESORT HOTEL
4. A STATE CAPITOL FOR ALASKA

AUTHOR OF PROGRAM

CHARLES H. McCAULEY
ALEXANDER KOUZMANOFF
EDWARD D. STONE
GLENN STANTON

AUTHOR OF REPORT

JOSEPH CERUTI
DEAN W. AXLINE
LESTER D. WHITE

JUDGMENT

	ISSUE
1. DEC. 6, 1952 - CLEVELAND	NO.1
2. JAN. 29, 1953	NO.2
3. APR. 25, 1953 - CHICAGO	NO.4
4. JUNE 6, 1953 - BERKELEY	NO.6

REPORT ON PAGE

1
13
33
57

REPRODUCTIONS

#1 - #9
#30 - #34
#55 - #58
NONE

PLATES

9
5
4
-

CLASS B PROBLEMS

1. BOYS' SUMMER CAMP
2. WAREHOUSE FOR BUILDING PRODUCTS
3. THEATER LOUNGE
4. A SEAFOOD MARKET

RICHARD M. BENNETT
VERNON F. SEARS
ELEANOR LEMAIRE
LUCIUS R. WHITE, JR.

ARNOLD A. ARBEIT
MORRIS LAPIDUS
MAYNARD W. MEYER
JOSEPH ESHERICH

JUDGMENT

1. DEC. 9, 1952	NO.1
2. JAN. 29, 1953	NO.2
3. MAY 2, 1953 - MILWAUKEE	NO.4
4. JUNE 6, 1953 - BERKELEY	NO.6

6
15
38
54

#14 - #17
#35 - #40
#61 - #64
#81 - #85

4
6
4
5

CLASS C PROBLEMS

1. A PARKWAY POLICE STATION
2. A GIBBON HOUSE
3. A DRY CLEANING ESTABLISHMENT
4. LOBBY FOR AN APARTMENT HOUSE

GILMORE D. CLARKE

SERGE CHERMAYEFF
ALONZO W. CLARK, III
JULIAN E. BERLA

(GEORGE A. RACKELL
(ALONZO W. CLARK, 3RD
ANTHONY J. VARNAS
CHARLES P. STEWART
JOSEPH JUDGE

JUDGMENT

1. DEC. 9, 1952	NO. 1
2. JAN. 29, 1953	NO. 2
3. APR. 25, 1953 - CHICAGO	NO. 4
4. JUNE 2, 1953	NO. 6

10
18
36
49

#23 - #26
#41
#59 - #60
#76 - #78

4
1
2
3

CLASS A SKETCH

1. OPEN AIR PET SHOP
2. A HELICOPTER STATION
3. CLIENT'S ROOM IN A TELEVISION STUDIO
4. FIVE CONSECUTIVE STORE FRONTS

JOSEPH D. MURPHY
EDGARDO CONTINI
WILLIAM BECKETT
VICTOR D. GRUEN

JOHN N. RICHARDS
WILLIAM G. BERGER
ALAN G. WALLSWORTH
ARTHUR S. DOUGLASS,

JUDGMENT

1. DEC. 6, 1952 - CLEVELAND	NO.1
2. JAN. 29, 1953	NO.2
3. MAY 2, 1953 - MILWAUKEE	NO.4
4. JUNE 2, 1953	NO.6

4
20
41
51

#10 - 13
#42
#65 - 66
#80

2
1/2
1
1/2

CLASS B SKETCH

1. MILK BAR IN A DEPARTMENT STORE	ALLMON FORDYCE	MAURICE W. KLEY
2. A PEDESTRIAN OVERPASS	FRED N. SEVERUD	J. STNALEY SHARP
3. A DINER ON A THROUGHWAY	RALPH BRYAN	LILLIAN LEENHOUTS
4. THREE CONSECUTIVE STORE FRONTS	VICTOR D. GRUEN	ARTHUR S. DOUGLASS, JR.

JUDGMENT

1. DEC. 9, 1952	NO.1	8	#18 - #22	3
2. JAN. 29, 1953	NO.2	22	#43	1/2
3. MAY 2, 1953 - MILWAUKEE	NO.4	42	#67 - #68	1
4. JUNE 2, 1953	NO.6	51	#79	1/2

PRIZES AWARDED IN SCHOOL YEAR 1952-1953

ARCHITECTURAL FORUM PRIZE

C4 - LOBBY FOR AN APARTMENT HOUSE	JULY ISSUE	PAGE 49
-----------------------------------	------------	---------

ARCHITECTURAL RECORD PRIZE

A2 - AN ORCHESTRA SHED IN A PARK	FEBRUARY	13
----------------------------------	----------	----

EMERSON PRIZE

ENTRANCE HALL TO AN AQUARIUM	FEBRUARY	12
------------------------------	----------	----

HIRONS ALUMNI PRIZE

C2 - A GIBBON HOUSE	FEBRUARY	18
---------------------	----------	----

KAWNEER COMPANY PRIZE

B4 - A SEAFOOD MARKET	JULY	54
-----------------------	------	----

MARBLE INSTITUTE OF AMERICA PRIZE

A1 - HOSPITAL IN A CITY	JANUARY	1
-------------------------	---------	---

KENNETH M. MURCHISON PRIZE

B3 - A THEATER LOUNGE	MAY	38
-----------------------	-----	----

SPECIAL DESIGN COMPETITION PRIZES X

A MUNICIPAL LIBRARY	JUNE	44
---------------------	------	----

TILE COUNCIL OF AMERICA PRIZE

A3 - A TROPICAL RESORT HOTEL	MAY	33
------------------------------	-----	----

UNITED STATES PLYWOOD CORPORATION PRIZE

B2 - A WAREHOUSE FOR BUILDING PRODUCTS	FEBRUARY	15
--	----------	----

WHITNEY WARREN PRIZES

AN INDUSTRIAL STEEL TOWN	MAY	29
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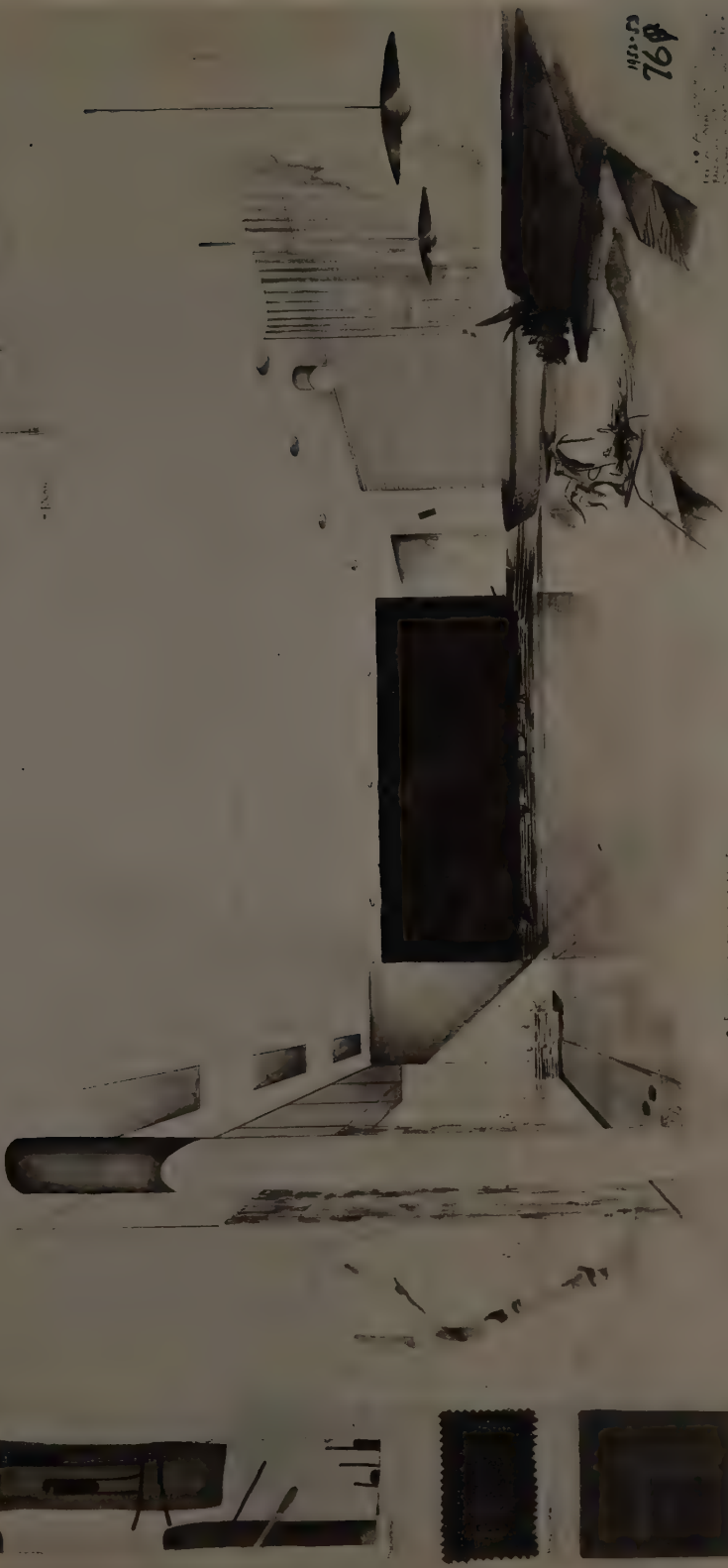
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<u>APRIL ISSUE No.3</u>	<u>PAGE</u>	<u>REPRODUCTIONS</u>	<u>PLATES</u>
FIRST PRELIMINARY - A FERRY TERMINAL FEBRUARY 18, 1953	23	#44, #47	2
	AUTHOR OF PROGRAM - GORDON BRONSON, GEORGE J. BETTS		
	AUTHOR OF REPORT - GIORGIO CAVAGLIERI		
SECOND PRELIMINARY - WOOD PRODUCTS PAVILION MARCH 24, 1953	25	#45, #48	2
	AUTHOR OF PROGRAM - GEORGE NAKASHIMA, WALKER O. CAIN		
	AUTHOR OF REPORT - HARMON H. GOLDSTONE		
FINAL COMPETITION - A DISTRICT MUNICIPAL BUILDING APRIL 22, 1953	27	#46, #49	2
	AUTHOR OF PROGRAM - WALTER H. KILHAM, JR.		
	AUTHOR OF REPORT - ROBERT CARSON		

1st Mention Placed (Magazine of Building)
 ARCHITECTURAL FORUM 1st PRIZE



76

• [unclear]

157. Exhibition Placed:

Architectural Forum 2nd Prize



Yellow



Reddish Yellow



Green



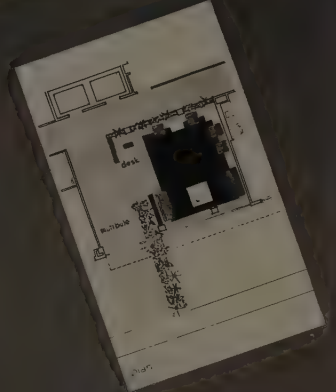
Blue



Black



Dark Green



perspective

lobby for an apartment house



1972-53
14-53-10000-11-10000

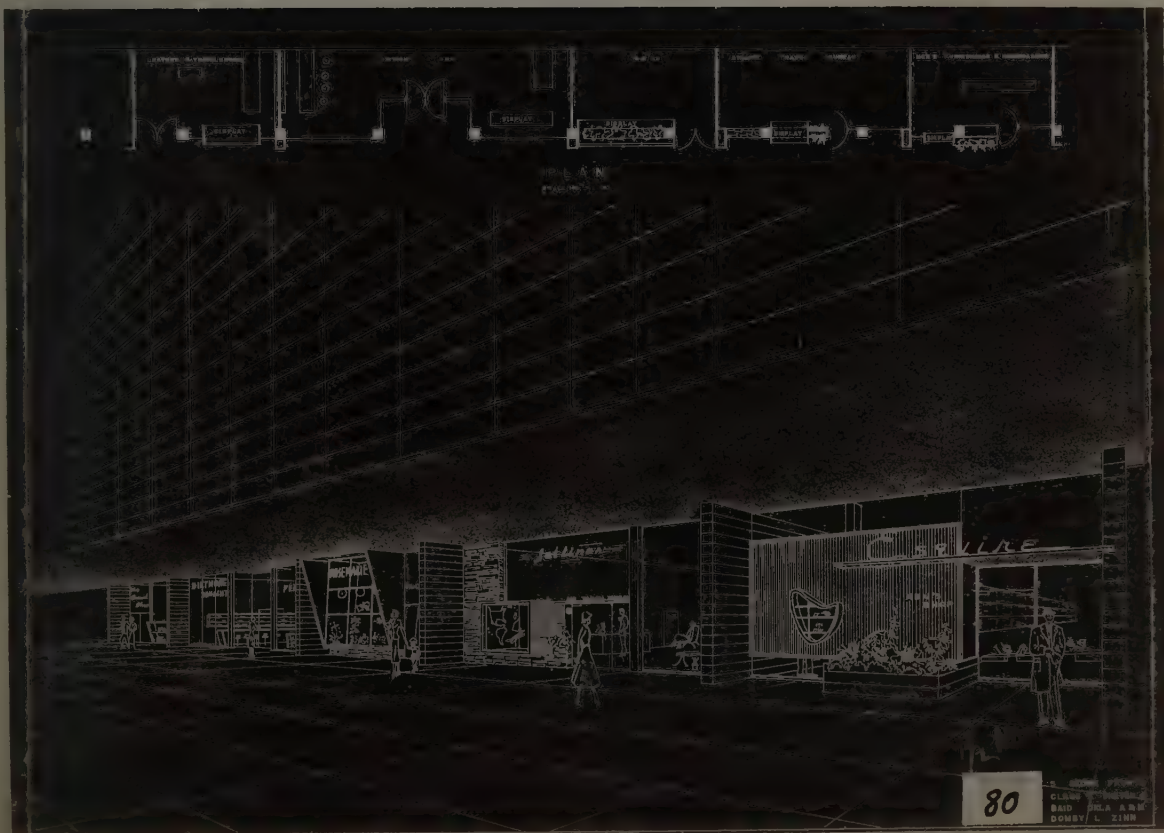
1972-53
78

1972-53-10000-11-10000
14-53-10000-11-10000
14-53-10000-11-10000
14-53-10000-11-10000



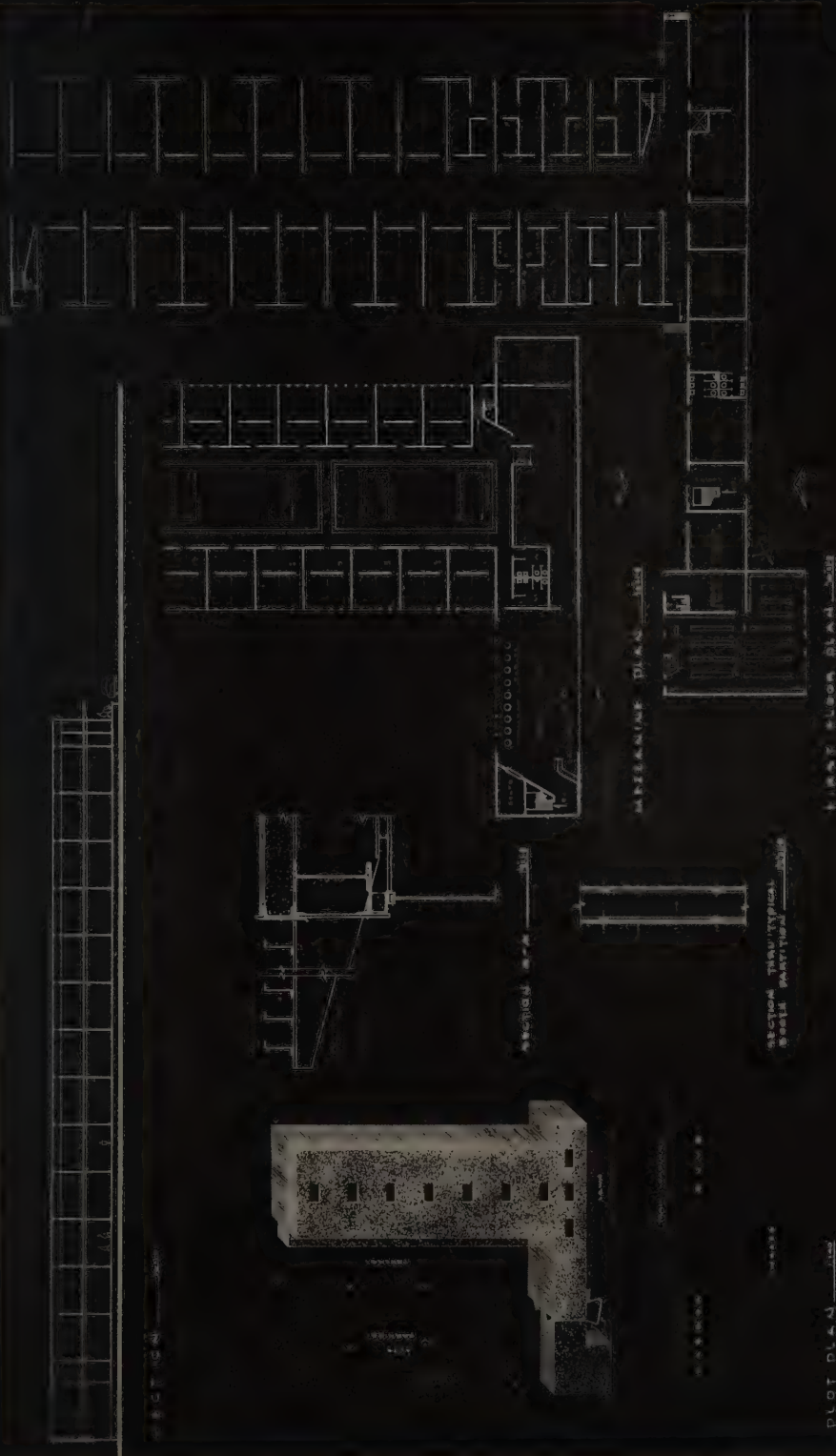
19.2-23
79R

19.2-23
79R
19.2-23
79R



80
CLARK & CLARK
BIRD & BIRD
DOWNEY & ZINN

112-5
81



APPROXIMATE PLAN 112-5

112-5

SECTION THROUGH
BUILDING PARTIAL

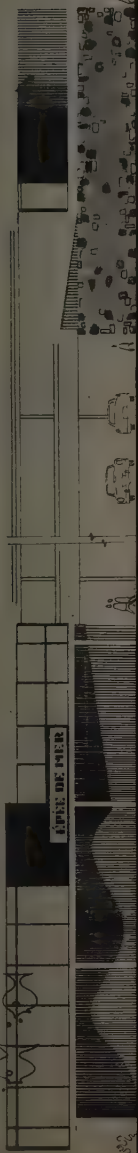
PILOT PLAN 112-5



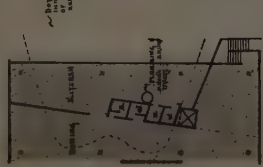
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BY THE ARCHITECTURAL RECORD COMPANY
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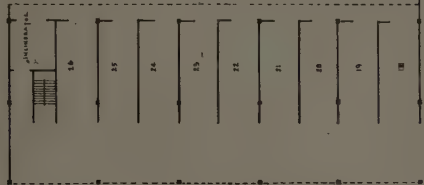
1st Western Wood
Bld. Western Bld.



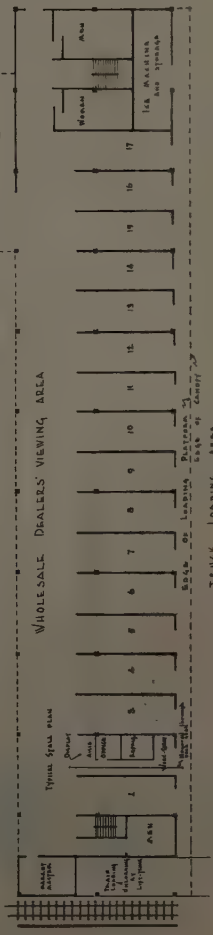
■ NORTH ELEVATION
SCALE 1" = 40'



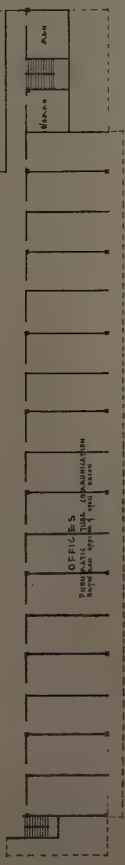
■ SEA FOOD RESTAURANT
SCALE 1" = 10' - 0"



WHOLESALE DEALERS' VIEWING AREA



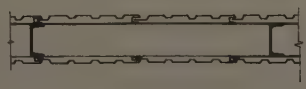
■ WHOLESALE MARKET
ABOVE: MAIN FLOOR - STALLS
BELOW: MEZZANINE - OFFICES



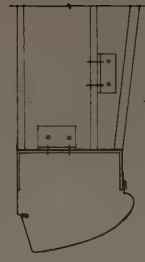
OFFICES
MEZZANINE - OFFICES



■ DETAIL PLAN
SCALE 1" = 10' - 0"

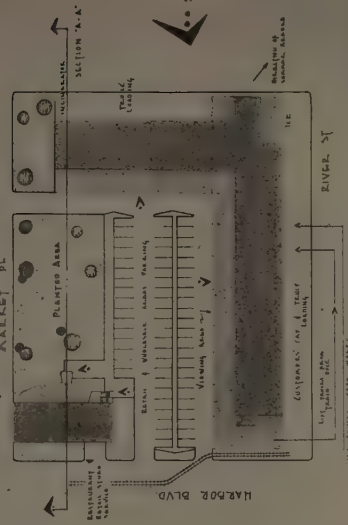


■ SECTION A-A
SCALE 1" = 10' - 0"



■ DETAIL SECTION
SCALE 1" = 10' - 0"

■ PLOT PLAN 1" = 40'

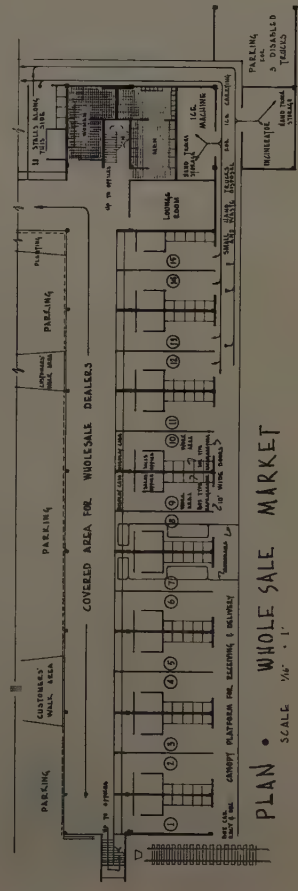
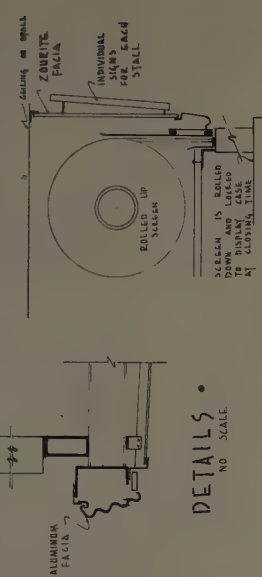
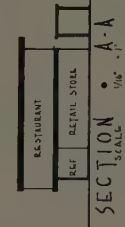
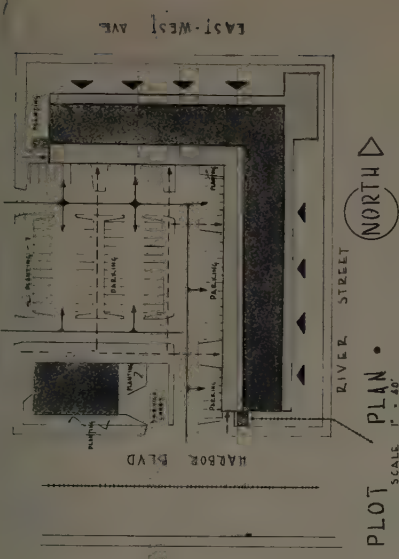
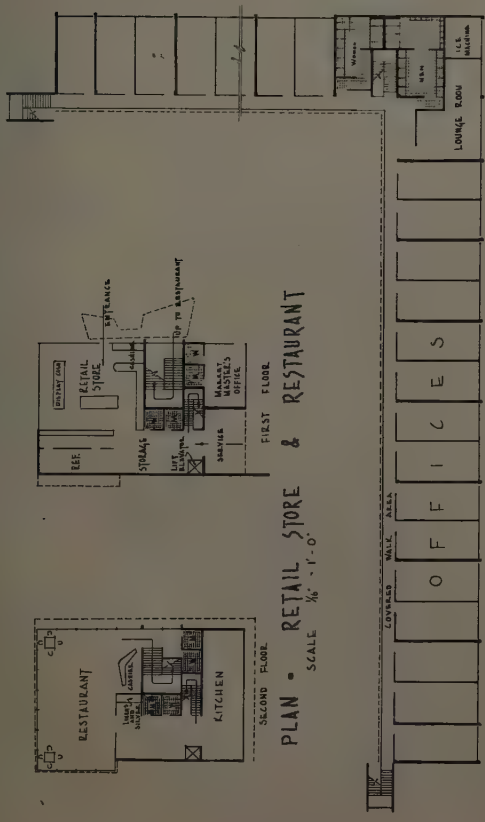


NOTES: 1. ALL DIMENSIONS ARE IN FEET AND INCHES. 2. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. 3. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. 4. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. 5. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.

MD-53
83

K A W N T E R P R I Z E

1st ~~North~~ ~~West~~ 4th Prize Hawthorn



BEAUX-ARTS INSTITUTE OF DESIGN

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